



Since 1903...An Employer's Most Important Resource

Building Brand Identity: Strategies for Success

Wednesday, April 5th
MEA Conference Center - Valley Forge
9:00am - 1:00pm

**Does Your Brand Identity support your Brand?
What you need to know for Business Success?**

Don't miss this unique opportunity to work with an expert in brand identity and learn what it takes to become a power brand like Nike and Starbucks!!

This course will help you understand the connection between a comprehensive brand identity and a strong and recognizable brand—the first step to becoming a "power brand." Attendees will gain invaluable knowledge through case studies and focus group discussions and walk away with practical, hands-on information they can apply to their organization's branding efforts for immediate results.

Takeaways include:

- Developing your "Brand Personality"
- The Name and Logo process
- Creating a brand strategy to position and manage your brand

Course Instructor Orly Zeewy is an award winning brand identity consultant and brand strategist with more than 20 years of experience in design and marketing communications. Her work has been widely published both nationally and internationally. Orly brings a rare and powerful combination to her work—creative thinking with a strategic business focus that result in measurable growth and success for her clients. Orly is a dynamic public speaker on brand issues and is a featured speaker at The Science Center. She is an adjunct professor at Philadelphia University and Temple University and a Guest Lecturer at the University of Pennsylvania. Orly is a graduate of the University of Cincinnati College of Design, Architecture, Art and Planning, one of the top ten design programs in the world.

Cost: Members - \$150; Non-Members - \$225

Who Should Attend: Business Owners looking to strengthen their brand and grow their business and/or CEOs and Upper Level Management responsible for brand strategy within the organization.

[REGISTER FOR THIS WORKSHOP](#)



For more information,
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